

REMARKS

In response to the Office Action, dated October 5, 2004, Applicants respectfully request reconsideration of the prior art rejections set forth by the Examiner under 35 U.S.C. § 103. Applicants submit that the references of record whether considered alone or in combination fail to either teach or suggest Applicants' presently claimed invention.

Fundamentally, it is important to note that none of the references of record teach or suggest the presentation of guide data in a selected virtual world wherein each virtual world alternately presents redundant guide data.

Applicants have modified all the independent claims to specify that the EPG presents a plurality of virtual worlds to a user for selection and that program information is displayed alternately within the user selected virtual world. This advantageously provides a user such as a viewer or broadcaster with the ability to selectively change the appearance of the EPG and the manner in which program information is displayed. It allows a user to customize an EPG utilizing various virtual worlds or objects. For example, a science fiction fan may select a sci-fi virtual world within which program information is displayed while a sports fan may select a sports-themed virtual world. The present invention is far superior to the present systems which provide only one method of presenting program information. There is simply no teaching or suggestion whatsoever concerning the ability to selectively modify the overall appearance of an EPG using alternate virtual worlds.

Finseth, U.S. Patent No. 6,754,906, is directed to an electronic program guide (EPG) with a three-dimensional (3-D) spatial arrangement of program categories. Col. 2, lines 35-37. Specifically, Finseth discloses a pre-set template for an EPG that utilizes organizational

categories and structures to determine which program objects are used to fill in areas in the template. Col. 12, lines 32-38. The EPG separates and organizes program information using organizational categories, and then spatially groups the program information in an outline format. Col. 12, lines 46-50. The information is arranged using categories and sub-categories. Col. 12, lines 53-57. In one embodiment, the EPG displays related program titles spatially arranged along the x-y-z axis in close proximity to intuitively indicate organizational levels. Col. 16, lines 34-39. Finseth simply does not teach or suggest providing a user with the option to select a virtual world from a plurality of virtual worlds and displaying listings within the selected virtual world. There is no option for selecting a virtual world.

Clanton, U.S. Patent No. 5,745,710, is directed to a specific graphical user interface that is used for displaying and selecting video programs such as video-on-demand programs and interactive services. Col. 2, lines 43-46. Clanton discloses a 3D movie studio back lot metaphor through which a user may navigate and select interactive services and programs. Col. 2, lines 64-67. The graphical interface includes a video preview space including a plurality of control buttons as well as other 3D objects such as a cash register. Col. 3, lines 18-27. More specifically, the movie studio back lot includes a variety of interactive spaces such as a poster wall displaying posters of currently available movies, an indoor sound stage, a film archive, critics' corner, etc. which may be selected by a user. Col. 8, lines 20-32. Additionally, various movie characters and animated objects may be found moving throughout the interface. Col. 8, lines 32-36. Clanton further discloses that the user may pan the movie studio back lot and interact with the spaces such as the poster wall. However, Clanton neither alone nor in combination with Finseth teach a system which presents a plurality of virtual worlds wherein one of the virtual worlds may be used to present program

information. On the contrary, Clanton specifies that a movie studio back lot analogy is used as the interface for the presentation.

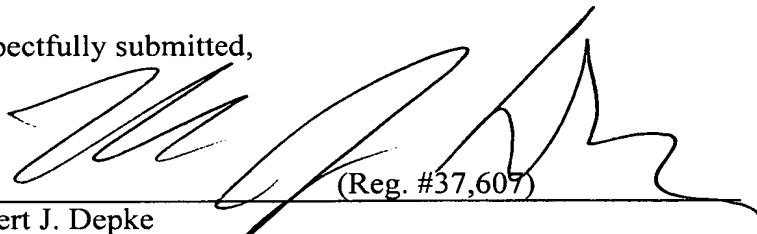
LaJoie, U.S. Patent No. 5,850,218, is directed to a comprehensive TV system which incorporates digital and analog programs and services, an advanced communications network, and a fully programmable set-top terminal capable of advanced TV and online services. Col. 2, lines 12-18. LaJoie discloses a system which can identify the source of a channel's service from a service table. Col. 16, lines 29-31. The source is determined from a parameter field within the service table, which contains information specific to the selected channel that is sent to the service when it is activated. Col. 16, lines 31-35. LaJoie simply does not disclose a system which allows a user to select a particular virtual world from a plurality of virtual worlds to display program information.

Finally, Schoff, U.S. Patent 6,240,555, is directed to an interactive system which enables presentation of supplemental interactive content such as questions about programs, games, trivia, facts about actors and producers, information on other episodes, advertisements, and products or memorabilia. Col. 3, lines 30-35. Such supplemental information is displayed to the user when the system recognizes that a viewer is watching a program which has such information associated with it. Schoff simply does not teach or suggest that a plurality of virtual worlds may be provided to a user for selection and presentation of program information to allow a user to select an EPG interface.

The references of record fail to teach or suggest these advances in the art. Applicants respectfully submits that all claims now stand in condition for allowance.

Appl. No. 09/708,220
Amdt. Dated April 6, 2005
Reply to Office Action of October 6, 2004

Respectfully submitted,

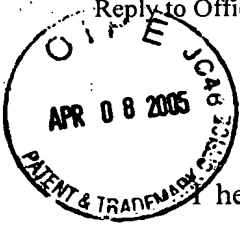


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